

Application of Structural Equation Modeling (SEM) to Analyze the Factors Influencing Purchase Decisions of Lampung Traditional Handicraft Products in Gunung Sugih

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ABSTRACT

This study examines factors influencing consumer purchase decisions for traditional handicraft products in Lampung, where local cultural potential has not been fully transformed into economic strength due to weak marketing strategies. Using a quantitative causal approach, data were collected from 100 respondents through convenience sampling and analyzed with PLS-SEM using SmartPLS 4. The results indicate that product quality, uniqueness, service quality, and digital marketing have a significant positive effect on purchasing decisions, while price does not show a significant influence. The model explains 68.1% of the variance in buying behavior, demonstrating strong predictive power. The findings suggest that consumers prioritize uniqueness, quality, and effective digital marketing over price considerations. This study contributes to educational and entrepreneurial development by providing practical insights for marketing strategy formulation, entrepreneurship education, digital marketing learning, and product creativity, while supporting the application of marketing and entrepreneurship theories in educational and practical contexts.

Keywords: Product Quality; Uniqueness; Service; Digital Marketing; Purchase Decision.

INTRODUCTION

The rise of globalization has significantly transformed multiple areas of life, especially in terms of the creative economy and efforts to safeguard local culture. Traditional handicraft products play an important role in preserving the identity and cultural values of the nation, while also serving as drivers of a local wisdom-based economy (Sugiyono, 2016). Lampung traditional handicrafts are one of the cultural assets that reflect the aesthetics and creativity of the community and serve as a means of preserving cultural heritage with high economic value (Suseno et al., 2024). However, the reality shows that many artisans in Central Lampung Regency still face obstacles in developing their businesses due to limited innovation, marketing strategies, and effective management (Sugiyono, 2016).

Amid the rapid development of digital technology, new opportunities have emerged for small and medium enterprises to expand their markets more efficiently through the utilization of digital marketing strategies (Purnamasari & Hermawan, 2024). Digital marketing has become an important tool in building brands and increasing the competitiveness of local products in national and international markets (Sugiyono, 2016). Through platforms such as social media, marketplaces, and websites, artisans are able to introduce their products to a wider and more

diverse range of consumers, although many still rely on conventional marketing methods that are less effective.

In addition to challenges in the aspect of digital marketing, other factors such as product quality, design uniqueness, pricing, and service also play important roles in influencing consumer purchasing decisions. Modern consumers not only consider price, but also pay attention to cultural value and product originality that provide emotional meaning in the purchasing process (Sugiyono, 2016).

Opportunities to strengthen handicraft product marketing are increasingly open with the development of digital marketing capabilities that encourage SMEs to be able to compete in a wider marketplace (Olazo, 2022), however, the readiness of businesses to implement digital strategies is often still low, therefore there is a need to improve competence and understanding of technology-based marketing strategies (Boufime & Barka, 2021). Furthermore, consumer trust and media credibility become important components that influence the effectiveness of digital marketing in increasing purchasing decisions (Constantinides & Holleschovsky, 2016). Thus, the use of digital technology has a strategic role in introducing local cultural identity to a more competitive market.

On the other hand, consumer purchasing decisions are also influenced by psychological and economic factors that continue to develop dynamically. Consumer confidence in market conditions such as inflation and income can affect purchasing power for products that hold aesthetic and cultural value (Ludvigson, 2004). Service quality and the provision of cultural tourism experiences have also been proven to increase satisfaction and purchase interest in local handicraft destinations (Nguyen Phu & Nguyen Thi Thu, 2022). In addition, product quality and consumer satisfaction significantly contribute to customer loyalty toward the offered products (Naini et al., 2022). Therefore, a research approach capable of explaining the relationship among these variables comprehensively is needed to strengthen marketing strategies for Lampung traditional handicraft products.

Several previous studies have highlighted various factors influencing the purchasing decisions of local products. For example, Sugiyono (2016) found that product quality and the application of digital marketing strategies have a significant effect on consumer purchasing decisions, especially in increasing brand attractiveness and loyalty. This study also showed that product quality, design, and brand image play important roles in purchasing decisions, indicating that consumers do not only consider product function but also their perception of brand identity. Meanwhile, other study revealed that digital marketing strategies and brand awareness contribute greatly to shaping purchasing decisions with brand image acting as a mediating variable that strengthens the relationship. These three studies emphasize that the combination of product quality, brand image, and effective digital marketing strategies is an important factor in determining the success of local products in increasingly competitive markets, however, the implementation of effective marketing strategies among regional handicraft industry players, especially in Lampung, is still relatively low despite their strong cultural and economic potential.

Nevertheless, research that specifically investigates the effect of factors such as quality, price, uniqueness, service, and digital marketing on purchasing decisions for traditional Lampung handicraft products, especially in the Gunung Sugih area, remains very limited. In fact, the cultural context and consumer behavior in each region have different characteristics, meaning that research results from other regions may not be directly applicable. Based on this gap, this study aims to analyze the factors that influence the purchasing decisions of traditional Lampung handicraft products in Gunung Sugih using a quantitative approach through a Confirmatory Factor Analysis (CFA) model based on SmartPLS. This research is expected to provide practical benefits for MSME actors in formulating more effective marketing and product development strategies, and also become an academic contribution in enriching the literature on consumer behavior toward local cultural products in Indonesia.

METHODS

This study employs a quantitative approach with a causal research design, which aims to analyze the cause-and-effect relationship between the independent variables and the dependent variable. This approach was chosen because it is able to measure the extent of influence of factors such as product quality, price, uniqueness, service, and digital marketing on purchasing decisions for Lampung traditional handicraft products. Through this approach, the research can empirically test hypotheses based on numerical data obtained from respondents, so the results can be generalized and provide an objective description of the phenomenon being studied.

The population in this study consists of consumers or potential buyers of Lampung traditional handicraft products who reside in the Gunung Sugih area, Central Lampung Regency. The sampling technique used is convenience sampling, namely a sampling technique based on ease of access and the availability of respondents who meet the research criteria. This technique was selected considering time efficiency, resource effectiveness, and ease of obtaining data from consumers who have purchased or have an interest in Lampung traditional handicraft products. A total of 100 respondents participated in this study, which fulfills the minimum sample requirement for analysis using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method via the SmartPLS 4 software. Figure 1 presents the research model visualization.

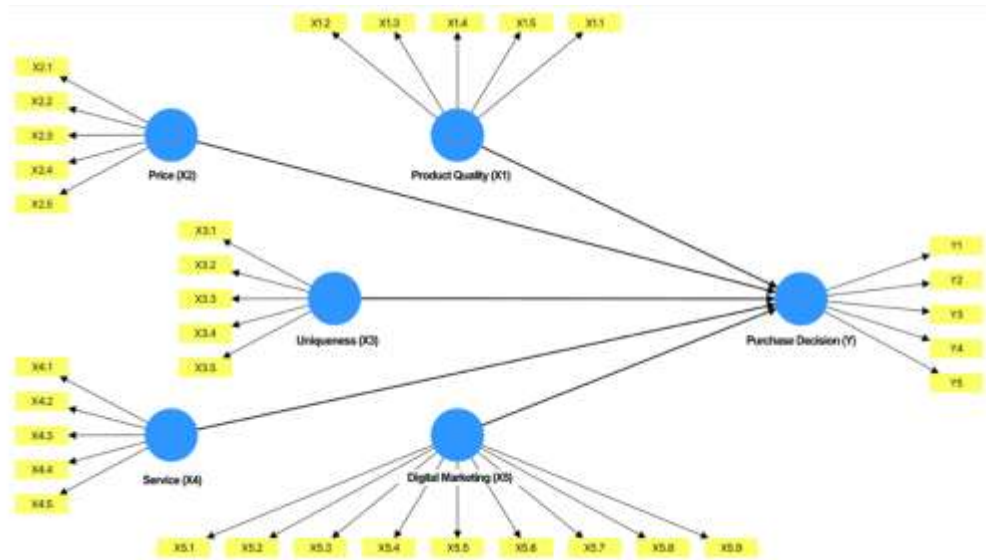


Figure 1. Research Model

The research utilized a closed-ended questionnaire based on a five-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) to assess respondents' views on various variable indicators. The analysis process was carried out in two phases: outer model and inner model evaluation. The outer model assessment focused on testing the constructs' validity and reliability using loading factor analysis, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. In contrast, the inner model assessment examined the causal connections among latent variables through R^2 values, path coefficient analysis, and bootstrapping significance tests. The outcomes are anticipated to highlight key factors affecting consumers' decisions to purchase Lampung traditional handicrafts and provide strategic insights for MSME development in the area.

Penelitian ini menggunakan pendekatan kualitatif dengan desain deskriptif. Penelitian kualitatif merupakan metode penelitian yang berlandaskan pada filsafat postpositivisme, digunakan untuk meneliti pada kondisi objek yang alamiah dimana peneliti adalah sebagai instrumen kunci (Sugiyono, 2019 dalam Renanda & Wulandari, 2024). Metode kualitatif dipilih karena penelitian ini bertujuan untuk memperoleh pemahaman mendalam tentang implementasi penggunaan *Personal Protective Equipment (PPE)* oleh *housekeeper*, termasuk faktor-faktor yang mempengaruhi dan kendala yang dihadapi dalam implementasinya.

Desain deskriptif dipilih untuk memberikan gambaran secara sistematis, faktual, dan akurat mengenai fenomena yang dikaji (Rukajat, 2018 dalam Yuliana & Nava, 2022). Melalui penelitian ini, peneliti berusaha mendeskripsikan secara mendalam bagaimana implementasi penggunaan *PPE* oleh *housekeeper* di Cordela Suites Hotel Tasikmalaya dalam konteks kehidupan nyata (*natural setting*).

RESULT AND DUSCUSSION

Results

The findings of this research provide a summary of the respondents' profiles, the results from data analysis, and structural model evaluation to assess how product quality, pricing, uniqueness, service, and digital marketing impact purchasing choices related to Lampung traditional handicraft products in Gunung Sugih.

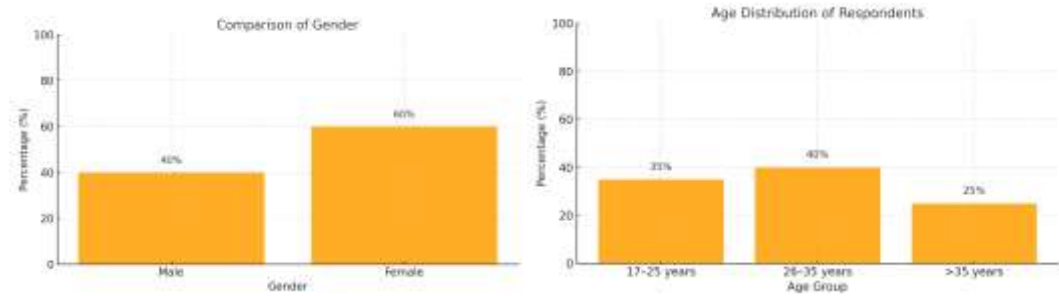


Figure 2. Comparison of Gender (Left) and Age Distribution (Right)

Based on Figure 2, The data reveals that females make up the larger portion of respondents in this study, comprising 60 percent, whereas males constitute 40 percent. The majority of participants fall within the 26-35 years age bracket, suggesting that people in their prime working years show significant interest in Lampung traditional handicraft products.

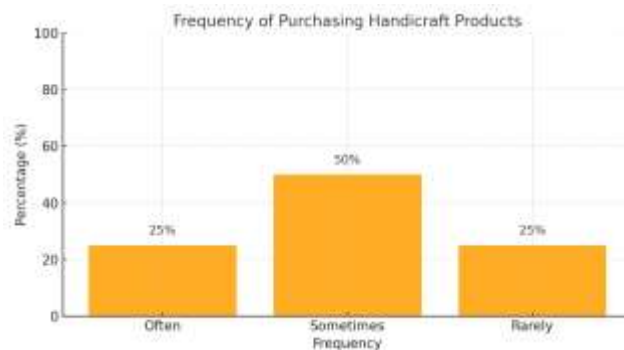


Figure 3. Frequency of Purchasing Handicraft Products

Meanwhile, the frequency of purchases as shown in Figure 3 reveals that most respondents (50 percent) buy Lampung traditional handicraft products only occasionally, indicating that the market potential can still be further enhanced through more intensive and appealing marketing strategies. Respondents who frequently and rarely make purchases are at the same percentage, which is 25 percent.

After obtaining the characteristics of respondents, the next step was to conduct the model analysis using SmartPLS. The collected data were then entered into the software to construct a research model that illustrates the relationships between the

independent variables (product quality, price, uniqueness, service, and digital marketing) and the dependent variable (purchase decision). The research model is visualized as shown in Figure 4 below.

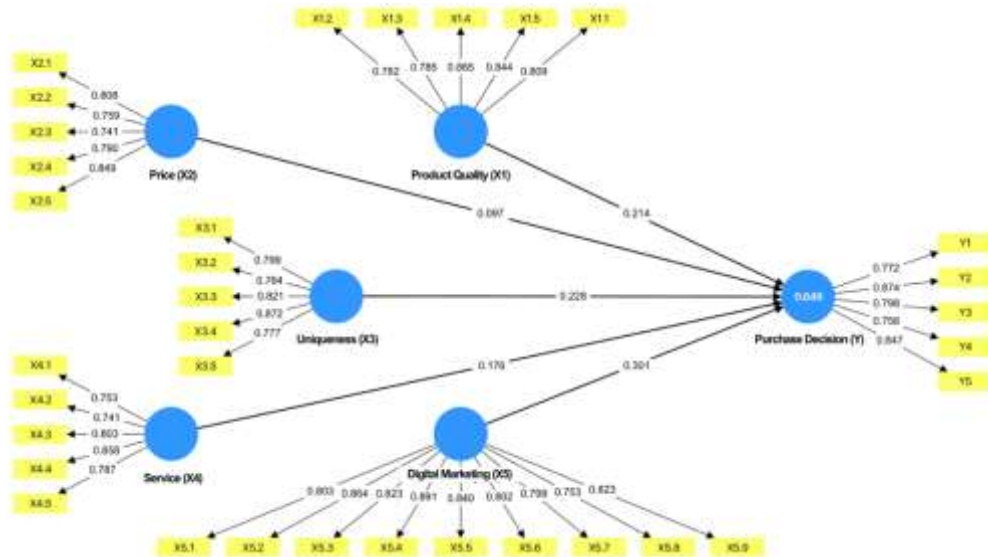


Figure 4. Result of Research Model Processing

Figure 4 shows the relationships among the latent variables analyzed in this study. Each construct (latent variable) is represented by several indicators shown in yellow boxes, and the arrows indicate the causal relationships among the variables within the structural model. This model demonstrates that all five independent variables (X1–X5) are assumed to have a direct influence on purchase decisions (Y). Furthermore, the model is tested through outer model and inner model analyses to assess validity, reliability, and the strength of relationships among variables.

Table 1. Outer Model Test Results

Variable	Indicator	Outer Loading	AVE	Composite Reliability
Product Quality (X1)	X1.1 – X1.5	0,782 – 0,865	0,682	0,915
Price (X2)	X2.1 – X2.5	0,731 – 0,849	0,657	0,902
Uniqueness (X3)	X3.1 – X3.5	0,764 – 0,872	0,676	0,917
Service (X4)	X4.1 – X4.5	0,741 – 0,858	0,664	0,909
Digital Marketing (X5)	X5.1 – X5.9	0,753 – 0,891	0,692	0,931
Purchase Decision (Y)	Y1 – Y5	0,756 – 0,874	0,667	0,908

The results of the outer model testing presented in Table 1 show that all indicators for each variable have outer loading scores above 0.70, meaning each

indicator can represent its construct well. The AVE values for every variable exceed 0.50, demonstrating that each construct possesses sufficient convergent validity. Moreover, all Composite Reliability (CR) values exceed 0.90, which demonstrates that all variables in this model are reliable and consistent in measuring the intended concepts. Therefore, the measurement model (outer model) in this research has fulfilled the criteria of validity and reliability, and can proceed to the inner model testing to analyze relationships among the latent variables.

Table 2. Significance Test Results

Variable Relationship	Path Coefficient (β)	t-statistic	p-value
Product Quality → Purchase Decision	0,214	2,856	0,005
Price → Purchase Decision	0,097	1,621	0,106
Uniqueness → Purchase Decision	0,228	3,011	0,003
Service → Purchase Decision	0,176	2,334	0,021
Digital Marketing → Purchase Decision	0,301	4,205	0,000

Based on the analysis results in Table 2, four independent variables have a significant effect on purchasing decisions, namely product quality ($p = 0.005$), uniqueness ($p = 0.003$), service ($p = 0.021$), and digital marketing ($p = 0.000$) since the p -value < 0.05 . Meanwhile, the price variable ($p = 0.106$) does not have a significant effect on purchasing decisions. These findings indicate that consumers' decisions to purchase Lampung traditional handicraft products are more influenced by non-price factors such as design uniqueness, product quality, and attractive digital marketing strategies rather than price considerations alone. Thus, improving product quality and differentiation becomes an important aspect in encouraging consumer purchasing decisions.

Table 3. R-Square Value

Endogenous Variable	R ²	Category
Purchase Decision	0.649	Strong

The R² value of 0.649 indicates that product quality, price, uniqueness, service, and digital marketing collectively are able to explain 64.9 percent of the variability in purchasing decisions, while the remaining 35.1 percent is explained by other factors outside this research model. Based on the criteria by Hair et al. (2024), an R² value above 0.60 is categorized as strong, meaning that this research model has good predictive power for the dependent variable. Therefore, the constructs used in the model are able to explain most consumer behavior in making purchasing decisions for Lampung traditional handicraft products in Gunung Sugih.

Discussion

The results of this study indicate that product quality has a positive and significant effect on the purchasing decisions of consumers toward Lampung traditional handicraft products in Gunung Sugih. This finding emphasizes that consumers consider quality as the primary factor in determining their purchasing decisions, especially for products that carry strong cultural and aesthetic values. Good quality reflects the reliability and skills of artisans, which serve as an important benchmark for consumers in assessing local products. This result is in line with Komari (2023), who found that product quality has a mediating role in improving repurchase decisions, particularly for beauty products in Indonesia. Juliana et al. (2021) also showed that product quality significantly influences brand trust and brand image, which encourages purchasing decisions. In addition, Naini et al. (2022) emphasized that both service quality and product quality greatly contribute to customer loyalty, supporting the importance of product quality as a key factor in maintaining consumer trust.

Meanwhile, the price variable does not have a significant influence on purchasing decisions. This indicates that consumers of Lampung traditional handicraft products do not consider price as the main factor, but rather focus more on artistic value and cultural uniqueness embedded in the products. This finding aligns with Najmudin et al. (2021), who demonstrated that price perception is not the dominant factor in purchasing culinary products during the pandemic, as consumers tend to value quality and symbolic meaning. Similar results were reported by Maulana (2023), who explained that in the context of culinary MSMEs, brand image and product uniqueness play a more decisive role than price in influencing purchasing decisions. Additionally, Khuan et al. (2024) stated that sales promotion and ease of access play a greater role compared to price in encouraging consumer purchasing decisions in Indonesian startup companies.

Furthermore, the findings of this study reinforce previous research emphasizing the importance of product quality, promotion, and pricing as key determinants of customer satisfaction and purchasing decisions. Cahaya et al. (2023) explained that product quality has the most dominant contribution to customer satisfaction, followed by promotion and price, which enhance purchasing decisions in e-commerce platforms. In the context of Lampung handicraft marketing, strategies should emphasize cultural value as a component of quality that can create emotional experiences for consumers. On the other hand, purchasing decisions may also be influenced by economic conditions such as income levels and inflation, which affect consumption patterns in general (Manasseh et al., 2018; Mehra & Petersen, 2005). These conditions are important to consider in developing local culture-based marketing strategies.

Moreover, the effectiveness of marketing strategies in the digital era requires enhancing business actors' understanding of the evolution of consumer behavior. In line with the future direction of marketing, which emphasizes the integration of digital technology and data analysis to strengthen brand competitiveness (Fahrudika

& Gustiaf, 2024), handicraft industry players must be able to leverage digital media to communicate the cultural meaning and aesthetics of their products. Albari and Safitri (2018) also highlighted that price perception continues to influence purchasing decisions as long as brand image and product quality are perceived positively. Thus, the combination of product quality, digital marketing strategies, and relevant pricing becomes essential in creating strong value perceptions for consumers of Lampung traditional handicraft products.

The next finding shows that product uniqueness has a positive and significant effect on purchasing decisions. Uniqueness becomes a key attraction that differentiates Lampung traditional handicrafts from other products in the market, whether in terms of motifs, designs, or local cultural symbols. This is supported by Azzahra and Roosdhani (2025), who demonstrated that product uniqueness combined with green marketing can enhance purchasing decisions due to the perceived added value for consumers. Maulana (2023) also found that product uniqueness has a direct relationship with brand image and becomes a crucial factor in purchasing decisions in the MSME sector. Additionally, Erpurini and Juju (2024) explained that unique resources and market attractiveness are essential elements in digital marketing strategies, which are relevant in the development of culture-based handicraft products.

Service factors are also proven to have a significant influence on purchasing decisions. This result emphasizes that consumer experience during the purchasing process is one of the essential aspects in building trust and loyalty. Fast, polite, and informative service can increase satisfaction and encourage repurchase behavior. This finding is reinforced by Naini et al. (2022), who stated that service quality has a direct effect on satisfaction and customer loyalty. Prabowo et al. (2023) also found that service quality and perceived price influence purchasing decisions in non-star hotels through brand image. Additionally, Hanaysha (2022) highlighted that in the fast-food industry, interaction features and digital services can enhance brand trust, which impacts purchasing decisions.

Digital marketing is found to be the most dominant factor influencing purchasing decisions, with the highest coefficient value among all independent variables. This demonstrates that exposure and interaction through digital media significantly shape consumer perceptions of product credibility and attractiveness. This result is consistent with Fathinasari et al. (2023), who found that the potential of digital marketing strongly affects purchasing decisions, especially among young consumers who are highly responsive to online promotions. Darmatama and Erdiansyah (2021) also showed that advertising through social media platforms such as TikTok can enhance purchasing decisions through product image and visual appeal. Moreover, Erpurini and Juju (2024) stated that effective digital marketing strategies can leverage market attractiveness and unique resources to strengthen brand positioning in global competition.

The R^2 value of 0.649 indicates that the five independent variables, namely product quality, price, uniqueness, service, and digital marketing, collectively explain

64.9 percent of the variation in purchasing decisions, while the remaining 35.1 percent is influenced by other factors outside the research model. These findings show that the research model possesses strong predictive power, although there is still room to explore other external factors. Hanaysha (2022) pointed out that brand trust becomes one of the important factors that can strengthen the relationship between digital marketing strategies and purchasing decisions. Moreover, Juliana et al. (2021) emphasized that brand image and consumer trust can mediate the relationship between product quality and purchasing decisions. Therefore, future research may expand the model by incorporating variables such as brand trust, brand image, and customer engagement to offer a deeper insight into consumer behavior toward traditional cultural products in the digital era.

CONCLUSION

From the conducted analysis, it is possible to infer that purchasing decisions for Lampung traditional handicraft products in Gunung Sugih are significantly influenced by four main factors, namely product quality, uniqueness, service, and digital marketing, while price has no meaningful impact on buying choices. This finding indicates that consumers place greater consideration on cultural value, design uniqueness, shopping experience, and digital promotions rather than price alone. The coefficient of determination (R^2) value of 0.681 confirms that the combination of the five factors has strong predictive ability in explaining consumer purchasing behavior toward Lampung traditional handicraft products. Based on these findings, it is recommended that MSMEs and artisans focus more on improving product quality and uniqueness, strengthening consumer service strategies, and optimizing the use of digital media as a tool for promotion and branding. Moreover, future research may consider additional variables such as consumer trust, brand image, and the influence of word of mouth to provide a more comprehensive understanding of the factors influencing purchasing decisions toward local cultural products in the digital age.

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